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## **ABSTRACT**

The present invention provides a method for identifying and characterizing genes, the modified expression of which is associated with a desired trait in a fruit-bearing plant. The method includes the steps of: transforming plant cells with a plant cell expression vector comprising an element which functions to enhance gene expression and has the ability to integrate into the plant genome in a manner effective to enhance expression of native plant genes, selecting transformed plant cells, regenerating transformed plant cells to yield mature plants, selecting plants having a desired trait, identifying, isolating and characterizing genes the transcription of which has been enhanced and confirming the contribution of the modified expression of each identified gene to the desired trait.